

## ORDER



WZZM 13

**Orders**  
**Order / Rev:** 715108 - 1  
**Alt Order #:**  
**Product Desc:** Stabenow for Senate 2012  
**Estimate:** 12018  
**Flight Dates:** 09/24/12 - 09/30/12  
**Original Date / Rev:** 09/19/12 / 09/27/12  
**Order Type:** Political

**Primary AE:** Tim Siegel  
**Sales Office:** WZZM  
**Sales Region:** LOC

**Agency**  
**Name:** Media Strategies  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Stabenow, D/ D/ Senate  
**Demographic:** A25-54  
**Product Codes:** PL-US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	63	\$17,780.00	\$15,113.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	63	\$17,780.00	\$15,113.00	0.00
<b>Totals</b>	<b>63</b>	<b>\$17,780.00</b>	<b>\$15,113.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Siegel			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	09/24/12	09/24/12	M-F 5-530a M-F Morning News	CM	5-530a	M-----	:30	1	\$70.00	P-5	0.00	NM	1	\$70.00
2	WZZM	09/28/12	09/28/12	M-F 5-530a M-F Morning News	CM	5-530a	----F--	:30	1	\$70.00	P-5	0.00	NM	1	\$70.00
3	WZZM	09/25/12	09/25/12	M-F 530-6a M-F Morning News	CM	530-6a	-T-----	:30	1	\$145.00	P-2	0.00	NM	1	\$145.00
4	WZZM	09/27/12	09/27/12	M-F 530-6a M-F Morning News	CM	530-6a	---T---	:30	1	\$145.00	P-2	0.00	NM	1	\$145.00
5	WZZM	09/28/12	09/28/12	M-F 530-6a M-F Morning News	CM	530-6a	----F--	:30	1	\$145.00	P-2	0.00	NM	1	\$145.00
6	WZZM	09/24/12	09/24/12	M-F 6-7a M-F Morning News	CM	6-7a	M-----	:30	1	\$295.00	P-2	0.00	NM	1	\$295.00
7	WZZM	09/26/12	09/26/12	M-F 6-7a M-F Morning News	CM	6-7a	--W----	:30	1	\$295.00	P-2	0.00	NM	1	\$295.00
8	WZZM	09/24/12	09/28/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MTWTF--	:30	5	\$295.00	P-2	0.00	NM	5	\$1,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MTWTF--			5		\$295.00		0.00				
9	WZZM	09/29/12	09/29/12	Sa 8-9a Sa Good Morning America	CM	8-9a	-----S-	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
10	WZZM	09/26/12	09/26/12	M-F 10-1030am Millionaire	CM	10-1030am	--W----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00

Order / Rev: 715108 - 1  
 Alt Order #:  
 Flight Dates: 09/24/12 - 09/30/12

Advertiser: Stabenow, D/ D/ Senate  
 Product Desc: Stabenow for Senate 2012  
 Estimate: 12018

WZZM 13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	WZZM	09/24/12	09/24/12	M-F 1030-11am Millionaire	CM	1030-11a	M-----	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
12	WZZM	09/28/12	09/28/12	M-F 1030-11am Millionaire	CM	1030-11a	----F--	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
13	WZZM	09/27/12	09/27/12	The View The View	CM	11a-12n	---T---	:30	1	\$160.00	P-2	0.00	NM	1	\$160.00
14	WZZM	09/25/12	09/25/12	M-F 12-1230p Noon News	CM	12-1230pm	-T-----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
15	WZZM	09/24/12	09/28/12	M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	5	\$70.00	P-5	0.00	NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--			5			\$70.00		0.00			
16	WZZM	09/25/12	09/25/12	M-F 4-430pm Judge Judy	CM	4-430p	-T-----	:30	1	\$165.00	P-1	0.00	NM	1	\$165.00
17	WZZM	09/27/12	09/28/12	M-F 4-430pm Judge Judy	CM	4-430p	---TF--	:30	2	\$165.00	P-1	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--			2			\$165.00		0.00			
18	WZZM	09/24/12	09/24/12	M-F 430-5pm Judge Judy	CM	430-5p	M-----	:30	1	\$165.00	P-1	0.00	NM	1	\$165.00
19	WZZM	09/26/12	09/27/12	M-F 430-5pm Judge Judy	CM	430-5p	--WT---	:30	2	\$165.00	P-1	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WT---			2			\$165.00		0.00			
20	WZZM	09/25/12	09/26/12	M-F 5-530pm Judge Judy	CM	5-530p	-TW----	:30	2	\$220.00	P-2	0.00	NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TW----			2			\$220.00		0.00			
21	WZZM	09/28/12	09/28/12	M-F 5-530pm Judge Judy	CM	5-530p	----F--	:30	1	\$220.00	P-2	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			1			\$220.00		0.00			
22	WZZM	09/24/12	09/25/12	M-F 530-6pm M-F News	CM	530-6p	MT-----	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----			2			\$300.00		0.00			
23	WZZM	09/27/12	09/27/12	M-F 530-6pm M-F News	CM	530-6p	---T---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---			1			\$300.00		0.00			
24	WZZM	09/24/12	09/24/12	M-F 6-630p M-F News	CM	6-630p	M-----	:30	1	\$480.00	P-3	0.00	NM	1	\$480.00
25	WZZM	09/26/12	09/26/12	M-F 6-630p M-F News	CM	6-630p	--W----	:30	1	\$480.00	P-3	0.00	NM	1	\$480.00
26	WZZM	09/28/12	09/28/12	M-F 6-630p M-F News	CM	6-630p	----F--	:30	1	\$480.00	P-3	0.00	NM	1	\$480.00
27	WZZM	09/24/12	09/28/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	MTWTF--	:30	5	\$220.00	P-2	0.00	NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--			5			\$220.00		0.00			
28	WZZM	09/25/12	09/27/12	M-F 730-8p Insider	CM	730-8p	-TWT---	:30	3	\$220.00	P-2	0.00	NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWT---			3			\$220.00		0.00			
29	WZZM	09/24/12	09/24/12	Mon Prime Other Dancing With The Stars	CM	8-10p	M-----	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
30	WZZM	09/25/12	09/25/12		CM	10-11p		:30	1	\$780.00	P-2	0.00	NM	1	\$780.00

Order / Rev: 715108 - 1  
 Alt Order #:  
 Flight Dates: 09/24/12 - 09/30/12

Advertiser: Stabenow, D/ D/ Senate  
 Product Desc: Stabenow for Senate 2012  
 Estimate: 12018

WZZM 13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tue Prime C Private Practice			- 1 - - - -								
31	WZZM	09/26/12	09/26/12	Wed Prime A The Middle	CM	8-9p	- - W - - -	:30	1	\$720.00	P-3	0.00	NM	1	\$720.00
32	WZZM	09/28/12	09/28/12	Fri Prime A Shark Tank	CM	8-9p	- - - - F - -	:30	1	\$320.00	P-4	0.00	NM	1	\$320.00
33	WZZM	09/30/12	09/30/12	Sun Prime B Once Upon a Time	CM	8-9p	- - - - - S	:30	1	\$1,440.00	P-3	0.00	NM	1	\$1,440.00
34	WZZM	09/30/12	09/30/12	Sun Prime C Revenge	CM	9-10p	- - - - - S	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
35	WZZM	09/24/12	09/28/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	MTWTF - -	:30	5	\$330.00	P-3	0.00	NM	5	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF - -		5				\$330.00		0.00			
36	WZZM	09/29/12	09/29/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:30 PM-12:05 XM)	- - - - - S -	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
37	WZZM	09/30/12	09/30/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	- - - - - S	:30	1	\$330.00	P-3	0.00	NM	1	\$330.00
38	WZZM	09/24/12	09/27/12	Nightline Nightline	CM	1135p-1202a	MTWT - - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT - - -		4				\$200.00		0.00			
													Totals	63	\$17,780.00